



TO: LORRAINE
ANN

Please note the following and
act accordingly. Please submit
a 7101 upon completion.

DATE: DECEMBER 17, 1992
TO: J. H. CASEY (1228) D. VICCARO, B. CASEY (1232)
SUBJECT: RACEWAY GAS/CHAIN STATUS

D.M. JK 10/10/92
T&D LM 11/1/92
S.R.M. X 1/1/1
S.A.M. DD 11/2/92

Ladies and Gentlemen:

Raceway Corporation, operators of Gas Service Stations has requested their operations to be consolidated under a chain status. This action is currently underway, and we will advise you of their chain number as soon as it is assigned.

As background, this discount gas supplier is currently operating six locations with the seventh under re-construction. All locations will also heavily continue to promote cigarette sales. In their first two stations, cigarette sales rapidly grew to well over 500 cartons per week.

Contracts have been signed to ensure RJR primary display and PDI impact in all current locations. Please implement the following:

- | | |
|------------------------------------------------------|---------------------------------|
| * PCD at Cash Register or First Counter Position | * Exterior Ground/Pole Signage |
| * Combo CCD/EVD | * Neon if available on other |
| * Promo Display Unit | window PDI as appropriate |
| - Floor or Counter | * RJR OPM will be their primary |
| * Savings Carton Displays S/S | unit |
| - Floor Unit or on Existing Carton Display Equipment | |

After set-up, please enter the following contracts:

PREF PR CTR 4L3	SCPO C
PREF PRES ABC	CTG MGT \$50
EXTRA VALUE EVD	

Please contact your station locations to ensure plan implementation prior to January 30, 1992.

Sincerely,


Bob

R. H. Fricke
Special Accounts Manager

RHF:ps
Attachment
cc: J. A. Miller

51847 6355

"We work for smokers."

D/B/A RACEWAY GAS

CURRENT LOCATIONS

<u>DIVISION</u>	<u>LOCATION</u>
1232	ERNSTON AND BORDENTOWN ROAD PARLIN NJ 525-9810 CONTACT: MIKE
1232	ROUTE 27 (RARITAN AVENUE) CONTACT: DEMETRION
1232	ROUTE 18 AND CRANBURY ROAD EAST BRUNSWICK NJ 613-8705 CONTACT: GEORGE
1232	ROUTE 9 SOUTH (OPENING SOON) FREEHOLD NJ CONTACT:
1232	ROUTE 35 RED BANK NJ 741-9855 CONTACT: MIKE
1228	220 MOUNTAIN AVENUE HACKETTSTOWN 852-5202 CONTACT: LUKE
1228	834 KING GEORGES ROAD FORDS NJ 758-1430 CONTACT: GREG

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